



IT CAN HAPPEN TO YOU





Non-profit Organization (1.990) Public Utility (1.995)

AESLEME



VIDEO Simple Plan



WHY ARE WE HERE?

- ROAD ACCIDENTS IS THE FIRST CAUSE OF DEATH AND DISABILITY UNDER 34 YEARS OLD.
- THE SERIOUSLY INJURIES HAVEN'T ANY CURE.
- ACCIDENTS CAN BE PREVENTED.
- WE WANT YOU KNOW THE RISKS IN ORDER TO AVOID THEM.





TRAFFIC ACCIDENTS STATISTICS

- **IN THE WORLD:** EVERY YEAR 1,3 MILLION PEOPLE DIED AND BETWEEN 20-50 MILLION GOT INJURED.
- **EUROPA:** 40.000 PEOPLE DIED EVERY YEAR AND 1.700.000 PEOPLE GOT INJURED.
- **ESPAÑA:** 2.060 PEOPLE DIED AND 11.347 PEOPLE GOT SERIOUSLY INJURED. (2011).

DISTRACTIONS:



One of the main causes of road accidents



Caused by:

- Talking on a mobile phone without a hands-free kit.
- Manipulate GPS and multimedia devices.....
- Dailing the radio.
- Lighting up a cigarette.
- Consulting a map.
- Looking for something in the glove compartment
- Turn the head to scold the children



Video Distracciones *

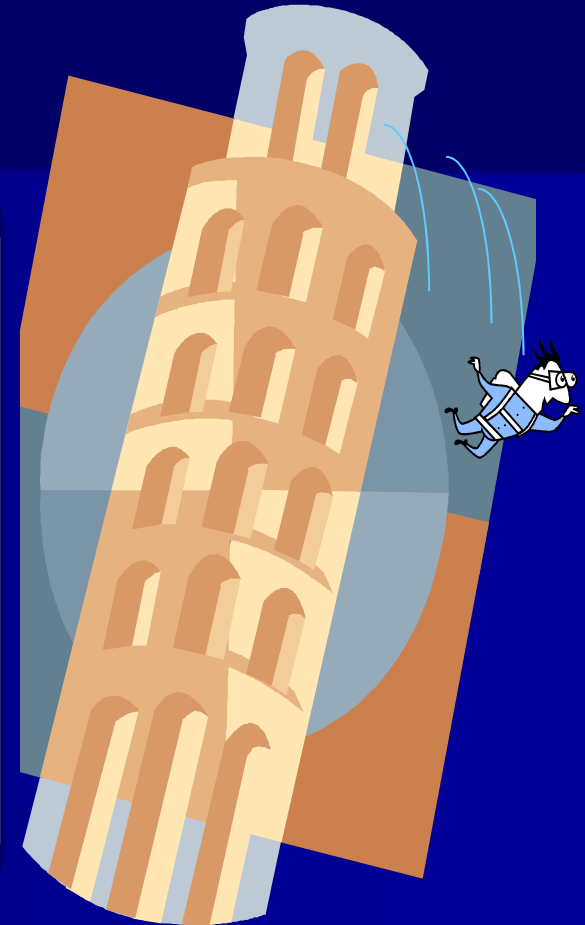
SPEED



SPEED



- The speed not only causes directly a great part of accidents, but also it aggravates the consequences (death or serious injuries).
- Always respect “Speed Limits” of the road.
- Adapt the speed: to the type of route or climatic circumstances (rain, ice, snow, fog), retentions and so on.



120 km/h = Fall from the Pisa Tower (54 meters)

ALCOHOL AND DRIVE



BLOW

0,25 mg/l

0,15 mg/l

BLOOD

0,50 g/l

0.30 g/l

0,0



ALCOHOL-DRUGS: EFFECTS



- Fatigue, somnolence and tiredness effects.
- Diminish the reflections and increases the time of reaction.
- Diminish the physical resistance and the capacity of movement.
- Diminish the vision and produce perception alterations.
- Diminish the auditory keenness.



ALCOHOL-DRUGS: EFFECTS



- Falsify the correct appraisal of distances and speeds.
- Modify mental capacities (Judgment, reasoning, concentration ...)
- Behaviour changes (ex. aggressivity).
- The own capacities are overvalued.
- Minor perception of the red color.



ALCOHOL AND DRUGS: RECOMENDATIONS



- If you have drank:
 - Someone who has not drank should drive (Alternative driver)
 - Wait till the effects have passed
 - Get a Bus, Taxi or Underground
 - Call your parents
- Never travel with someone who have drank.
- Never drive if you drink alcohol or have drugs.



FATIGUE



- Before the first symptom of drowsiness or weariness stop your vehicle.
- Stop every two hours of driving.
- Drink water, soft drinks,



Preventive Measures

SAFETY BELT



Video Plazas
traseras *



- Always wear seatbelt (in all seats and distances)
- Reduces death probabilities less than a half times.
- Avoids passengers shot out of the car and bumping against the steering wheel, the dash board, the windscreen wipers..
- Better three Points (to avoid submarine effect)

CHILDREN SECURITY



- Use children Retention System well fix to the car (special seats, couchins, seat belts) according to weight and size.
- The children should travel in the back seats, better in the middle and with three points belt.

Video Sistemas de retención infantil

HEADREST



HEADREST



- Avoids cervical injuries.
- Efficient at velocities above 20 Km/h.
- Important to place it at the suitable height.

AIRBAG



- The airbag is an essential safety accessory if you have your seat belt fasten.
- Dangerous without it.
- Reduces up to 20% of mortal injuries.

MOTORCYCLE



MOTORCYCLE-HELMET



- Always use an approved Helmet of the correct size and well adjusted.

- The best one is the "articulated one" because it allows to realize the mouth-to-mouth resuscitation.

- Never take it off to an injured person, professionals must do it.

- Check it after an accident.

- Use reflectantes articles to be more visible.

MOTORCYCLE



MOPED



- ✓ You can't carry passengers if not 18 years old.
- ✓ You need to have 15 years to drive
- ✓ You need a theoretical examen and a practical test to obtaine the licence.



230€

650 €



BICYCLES



- **Use helmet**
- **Colourful clothes**
- **Use reflectants articles.**
- **Circulate always for the rail bicycle. If it was not, travel in the border of the right edge.**
- **In a quew (better one behind each other)**





PEDESTRIAN



- Cross through: **pedestrian crosses and traffic lights.**
- Always cross when the first car has stopped
- Never cross in front of a bus without looking carefully first.
- **Care with the mobile, music with huffs** when you cross.
- Video Atropello *

DIVING



DIVING



- ✓ **More than 50** tetraplegics **and 100** brain injuries every year between **youngsters**.
- ✓ Test always “deep” and dive **foot** first time.
- ✓ Lie face up trying not move **neck** and back.



ADVENTURE SPORTS



- ✓ Best not to practise.
- ✓ Always use protective elements: helmet....
- ✓ Carry a mobile for emergencies.
- ✓ Begin with “expert trainers”



WHAT CAN WE DO AFTER





KEY WORD: P.A.S

1º Protec

2º Call

3º Help



1º PROTEC



■ MAKE THE PLACE SURE :

- Park well the vehicle in a visable place.
- Put on the jacket reflectante.
- Put up signs: lights, triangles



■ ANALIZE THE DANGERS

- Cables high tension, toxic wasteful substances....

■ WHEN YOU ARRIVE NEAR THE CRASH CAR

- Do not change the position of the car, removes the keys, empty the petrol, battery removes points .

■ LOOK CAREFULLY HOW MANY PEOPLE IS INJURED (ask someone how many people were).

■ VERIFY IF THEY ARE CONSCIOUS (pulse, breathing).



2º CALL



CALL 112 and tell:

- The place of the accident.
- Number of injuries, condition of them
- Answer the questions they ask in order to send the best medical assistance as quickly as possible.

3^o HELP



- DON'T MOVED THE INJURED" (exceptions: fire, water).
- COVER THEM WITH SOME CLOTHES
- NEVER TAKE OFF THE HELMET
- DON'T GIVE THEM FOOD, DRINK, TABACOO, MEDICINES
- TRY TO CALM AND RELAX THEM UNTIL EMERGENCIES COME
- WHAT TO DO IF:

- Don't breathe.
- Hemorrhages.



Open respiratory tract: Take out the tongue





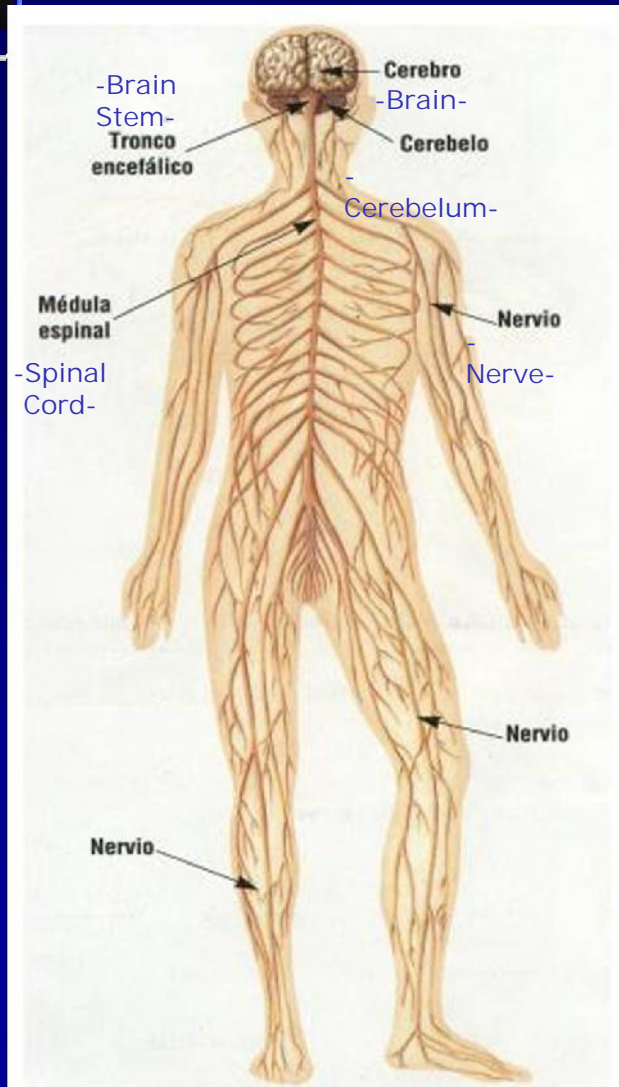
Haemorrhage: compress





Consequences of Road Accidents.

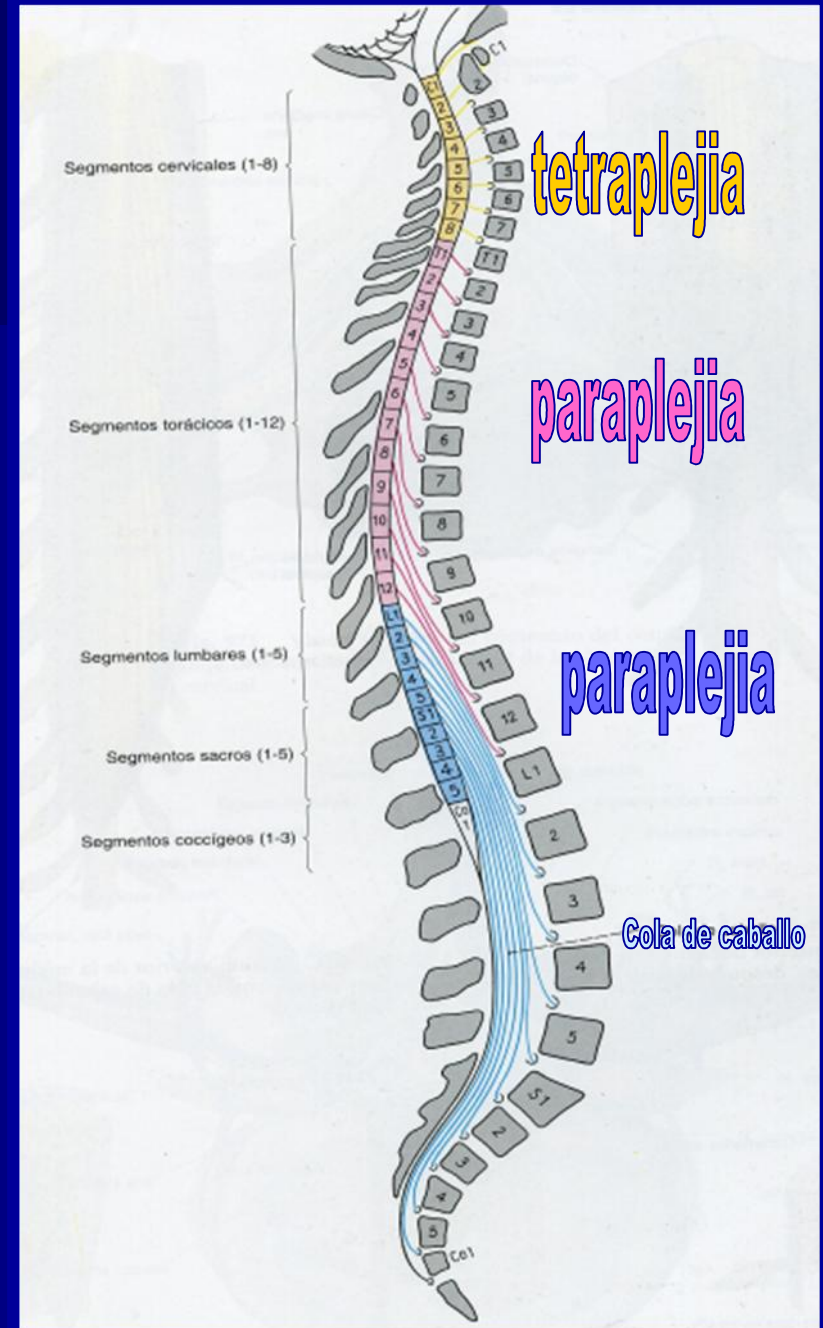
SERIOUS INJURIES FOR ACCIDENT



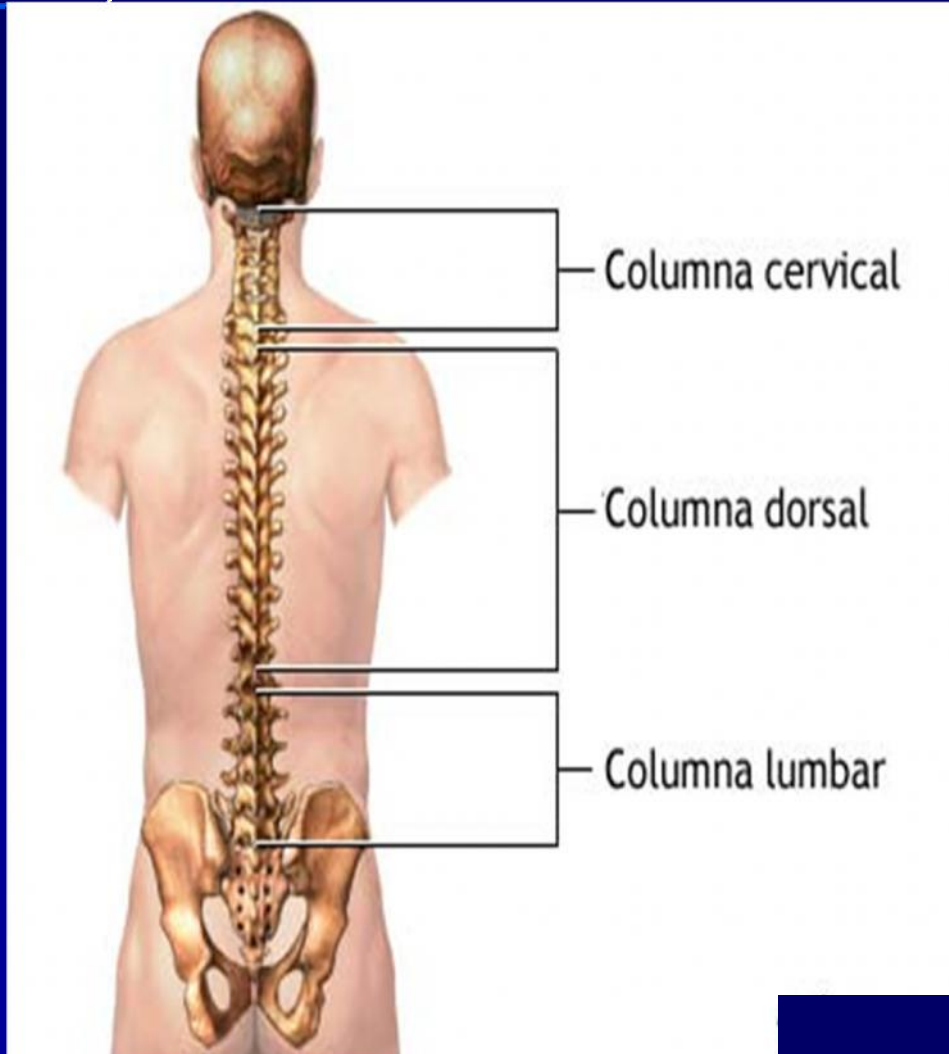
- **MOST SERIOUS INJURIES:**
 - **SPINAL CORD INJURIES**
 - Tetraplegia
 - Paraplegia
 - **BRAIN INJURIES**



SPINAL CORD INJURIES



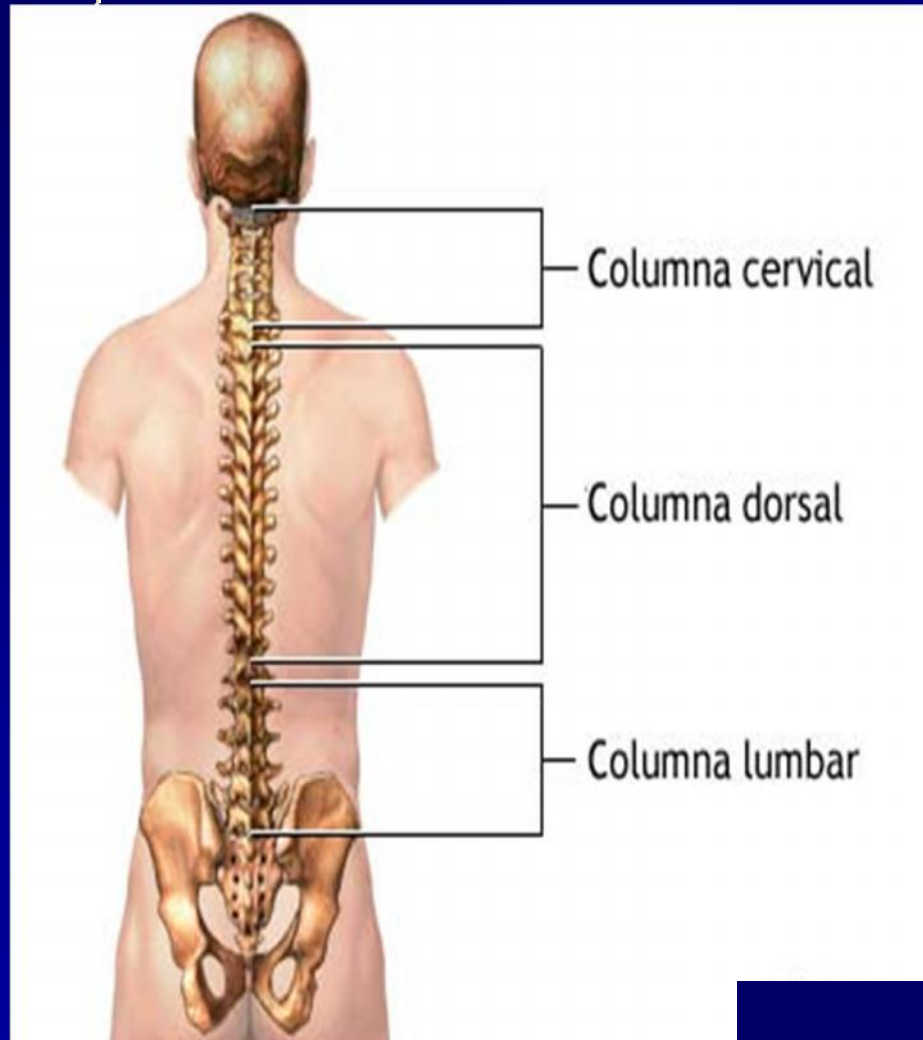
SPINAL CORD INJURED (tetraplegia)



- Seven cervical vertebrae.
- Cervical injury = Tetraplegia
- Affection of upper and lower limbs.
- Electric wheelchair.
- Lifetime personal assistance.
- Need to use a breathing device for very serious injuries.



SPINAL CORD INJURED (paraplegia)



- Twelve dorsal vertebrae.
- Five lumbar vertebrae.
- Affection of lower limbs.
- Manual wheelchair.
- Independent life.
- Possibility to walk with crutches and femoral prosthesis.



Physical Problems



PHYSICAL CONSEQUENCES IN SPINAL CORD INJURED

- **LOSS OF MOVEMENT AND FEELING** (below the injury)
- Pain (unfinished)
- Urinary Problems: Incontinence, Infection
- Skin problems: Ulcers (crusts)
- Breathing problems (high injuries)
- Involuntary Spasticity

MOTHERHOOD- FATHERHOOD



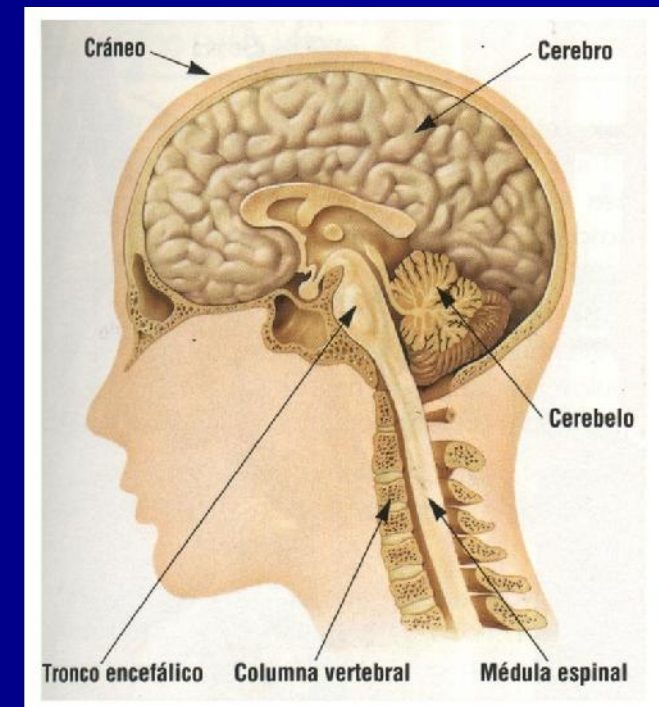
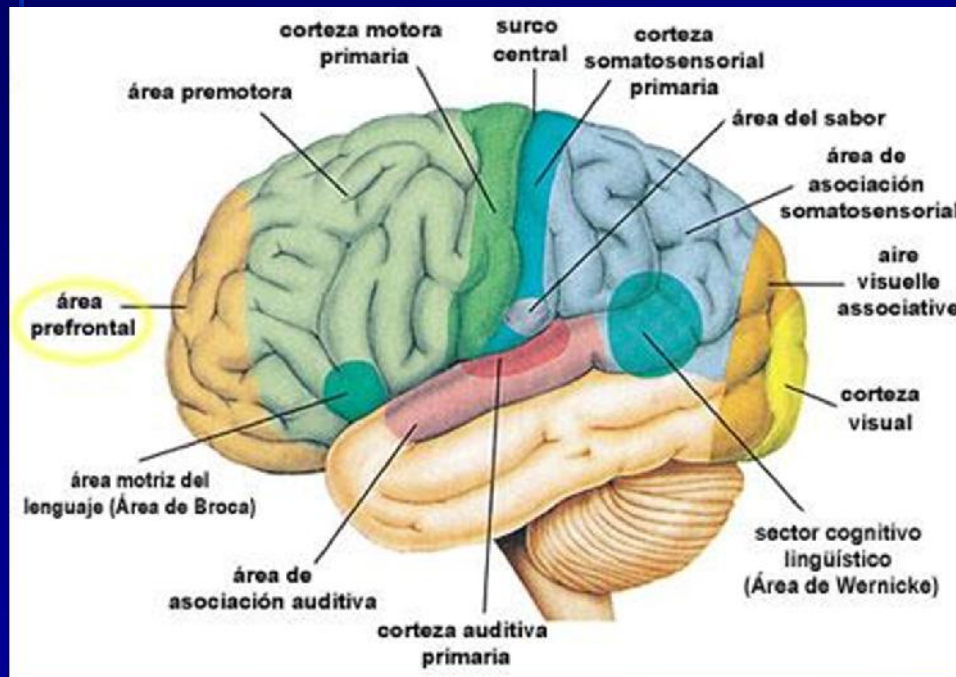
- Possible motherhood – fatherhood.
- **But** majority of the men need assisted reproduction techniques.
- Women are able to get pregnant by natural methods few months after the injure.
- Cesarean birth is very frequent.

BRAIN INJURIES





BRAIN INJURIES

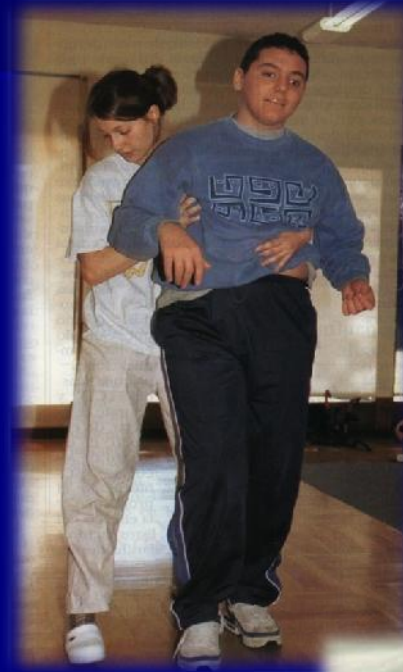


BRAIN INJURIES



Consequences:

- ✓Death.
- ✓Coma.
- ✓Serious sequels





BT SEQUELS

- **MOVEMENT PROBLEMS, COORDINATION, BALANCE.**
- **VISUAL, HEARING AND SMELLING ANOMALIES.**
- **LANGUAGE (COMPREHENSIVENESS AND EXPRESSION).**
- **ATTENTION, CONCENTRATION AND MEMORY DIFFICULTIES.**
- **DRASTIC MOOD CHANGES, THEY GET ANGRY MORE EASILY.**
- **PROBLEMS IN WORK AND SOCIAL RELATIONS.**

it can happen to you!





TRAFFIC ACCIDENT: THE DAY AFTER

DAY BEFORE

NORMALIZED LIFE

- PERSON
- FAMILY
- SCHOOL
- UNIVERSITY
- JOB
- SOCIETY
- ECONOMY
- LIFE

DAY AFTER

?



PSYCHOLOGICAL PROBLEMS

- NOT ONLY PERSONALITY
- RUPTURE CAUSED BY THE INJURY

LIFE

EMOTIONAL BALANCE

PROJECTS

LACK OF EXPECTATIONS



Family Problems



Emotional and relationships Problems



SOCIAL PROBLEMS

- **ARCHITECTURAL BARRIERS**
- **HOME**
- **TRANSPORTATION**
- **EDUCATION**
- **WORK**
- **LEISURE AND SPORTS**





The photograph shows a concrete sidewalk with a yellow-painted curb on the left. A metal utility pole stands on the right side of the sidewalk. A metal frame structure, possibly for a wheelchair, is positioned near the curb. The sidewalk has a textured surface with circular patterns. A metal grate is visible on the sidewalk. The background shows a white wall and a chain-link fence.

Architectural Barriers

ARCHITECTURAL BARRIERS

- Stairs
- Ramps (Slope Up 8%)
- Steps
- Narrow Doors
- Bathrooms
- Hight Furniture







TRANSPORT



- **Accessibility to Transport (Public or Private): Basic Need**
- **Difficulties in The Access to Public Transportation (Home Door – Bus-underground Stop)**
- **Adaptations are Needed in Private Transport**



Adapted Cars





TECHNICAL AIDS FOR THE TRANSPORTATION



TECHNICAL AIDS FOR THE TRANSPORTATION



PARKING ONLY FOR DISABLED



**RESERVED PARKING AREAS ARE NOT
NORMALLY RESPECTED**

■ **REASONS:**

- CLOSE TO THE MAIN ENTRANCE OF
SHOPPING CENTERS
- DISABLED PARKING AREAS ARE NOT
CLEARLY SIGNED

■ **EUROPEAN DISABILITY PARKING
PERMIT IS INDISPENSABLE**



EDUCATION



- **Studies Interruption (Long-term Hospitalization).**
- **Architectural Barriers: Need to Adapting Educational Buildings.**
- **Reconsider the Compatibility of the new Situation with Studies and Job (¿Change of Career?).**
- **Indispensable to have a Good Education and Training to Find a Job.**

EMPLOYMENT

Non fulfillment Law (
2%-5%)

Labour Integration
(16 - 20%)



High Disabled Unemployment

EMPLOYMENT



- **Essential to be Financially Independent and to have Self-respect**
- **EMPLOYERS: Thinks “Physical Disability Means Incompetence”**
- **Difficulties to find a job (Mainly For People with a low Cultural Level or Serious Injuries), Dismissals, Changes in Positions.**
- **Adaptation of the place of work (accessibility, toilets, elevators, place of work)**



LIFE DON'T FINISH



LEISURE



**NECESSARY FOR KEEPING THE
BALANCE OF OUR MINDS**









SPORTS

- **IMPORTANT POINT OF VIEW** : physical, psychical and social
- **LACK OF FACILITIES AND TRAINERS**
- **MANY SPORTS CAN BE PRACTISED**: athletics, fencing, basketball, ski, swimming, cycling, diving, tennis, etc.
- **VERY EXPENSIVE MATERIAL** (ski, basketball or tennis special wheelchair; adapted bicycle)



TENNIS





FENCING



BASKETBALL



SWIMMING



Noelia García: Medalla de plata en 4x50 estilos Paralímpicos Atenas 2004.



SCUBA DIVING

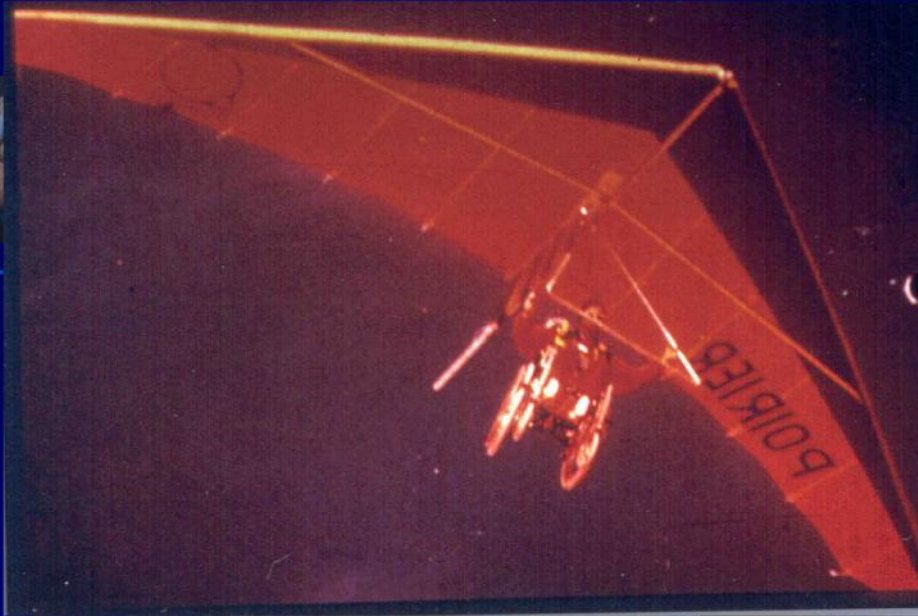


SKI



OTHER SPORTS





A close-up photograph showing four hands of different skin tones (dark brown, medium brown, light brown, and very light) clasped together in a supportive grip. The hands are arranged in a circular fashion, with each hand resting on the forearm of another. The background is a soft, out-of-focus brown. The text "Thank you" is overlaid in the center in a white, serif font.

Thank you

NUESTRO AGRADECIMIENTO

PATROCINAN



 **Dirección Genl. de Tráfico**

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COLABORA

